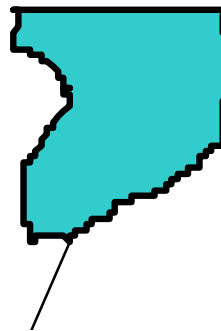
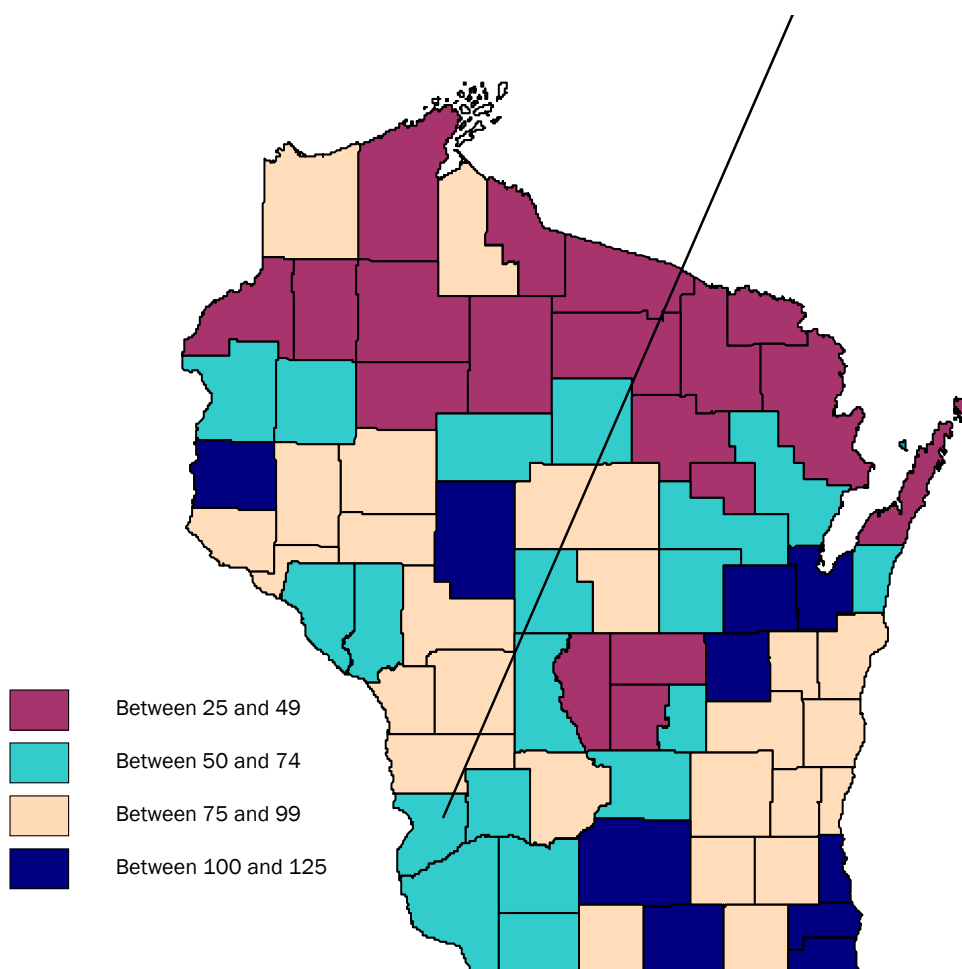


Crawford County Workforce Profile



The number of residents aged 25-29 years for every
100 residents aged 60-64 years in year 2025



Source: Wisconsin Department of Administration, Demographic Services Center and the U.S. Bureau of Census.

For comparison, it is projected that there will be 90 residents aged 25-29 for every 100 residents aged 60-64 in Wisconsin in 2025. Nationally, it is projected that there will be 101 residents aged 25-29 for every 100 residents aged 60-64. In 2003, Wisconsin had 146 residents aged 25-29 for every 100 aged 60-64.



County Population

The population in Crawford County increased from 2000 to 2004 but at a slower pace than the nation and Wisconsin. In the last four years the population in Crawford County increased 1.5 percent by adding 258 residents and ranked 60th fastest growing among the state's 72 counties. All but five of the county's 22 municipalities gained residents during the period but two of the ten largest were among those that lost residents. However, five

Total Population

	April 2000 Census	Jan. 1, 2004 estimate	Numeric change	Percent change
United States	281,421,906	292,287,454	10,865,548	3.9%
Wisconsin	5,363,715	5,532,955	169,240	3.2%
Crawford County	17,243	17,501	258	1.5%
Largest Municipalities				
Prairie du Chien, City	6,018	6,053	35	0.6%
Prairie du Chien, Town	1,076	1,108	32	3.0%
Bridgeport, Town	946	986	40	4.2%
Clayton, Town	956	950	-6	-0.6%
Seneca, Town	893	917	24	2.7%
Eastman, Town	790	804	14	1.8%
Wauzeka, Village	768	784	16	2.1%
Freeman, Town	719	736	17	2.4%
Utica, Town	674	679	5	0.7%
Soldiers Grove, Village	653	629	-24	-3.7%

Source: Wis. Dept. of Administration, Demographic Services and U. S. Census Bureau

of the ten largest municipalities out-paced the percent increase of the county. These municipalities, as well as the county, are growing primarily because they attract new residents in addition to minor increases from natural changes.

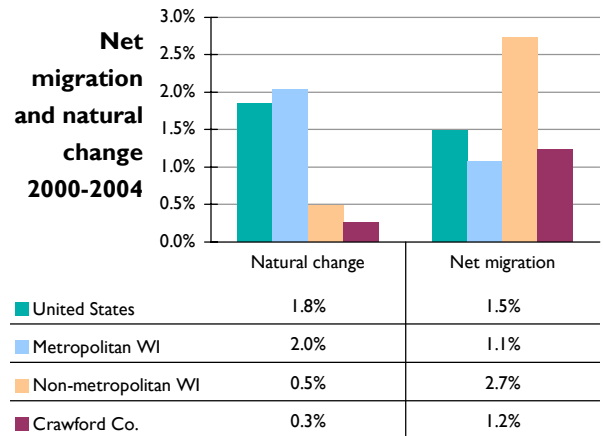
Most of the increase in population is attributed to net migration, more people moving to the county than leaving the county. The migration rate in Crawford County, however, of 1.2 percent, is below the rate in the state of 1.6 percent and less than the rates in the nation and in other non-metropolitan counties. Non-metropolitan migration rates are high because counties adjacent to metropolitan areas and on state borders attract many new residents. Although Crawford County is on a state border there are no large, neighboring population centers from which to draw residents.

From 2000 to 2004 there were 706 births in Crawford County, exceeding the number of deaths in that time period by 46. The fertility rate in the county was 59.4, slightly better than

the state rate of 58.7. In spite of that, the increase of 0.3 percent from natural changes in population in the county lags the increase in the state of 1.6 percent because the number of births barely out-numbered deaths. Even though the current population includes a substantial number of residents between the ages of 10 and 20, that trend is not projected to continue. The average age in 2000 of 38 years is projected to increase to 44 years by 2030.

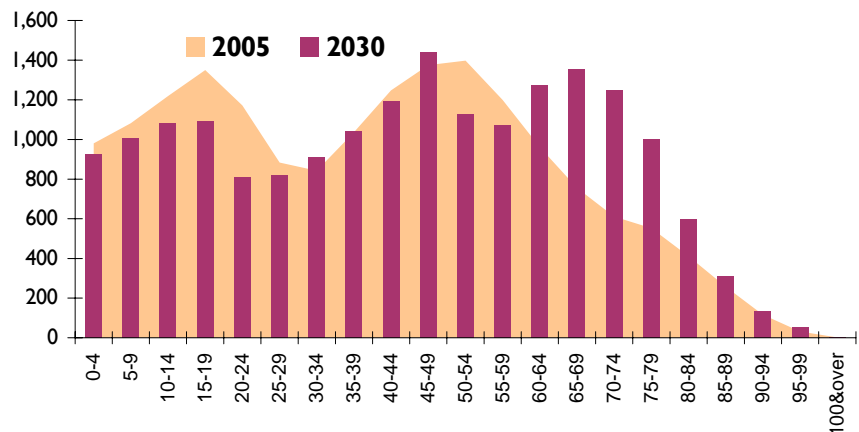
Roughly 21 percent of the population is currently over 60 years old but by 2030 that share expands to 32 percent. In contrast, 33 percent of the current population is under 25 years old and that shrinks to 27 percent by 2030. This trend is dramatized in the bottom graph where the 'hill' created by baby-boomers is higher than other age groups and moves to the right in the years to come.

The impact of an aging population is perhaps more obvious in terms of services that they will require. But it also



Source: WI Dept. of Admin., Demographic Services and U. S. Census Bureau

Population by Age Groups in Crawford County



Source: WI Dept. of Administration, Demographic Services

Future Population and Labor Supply

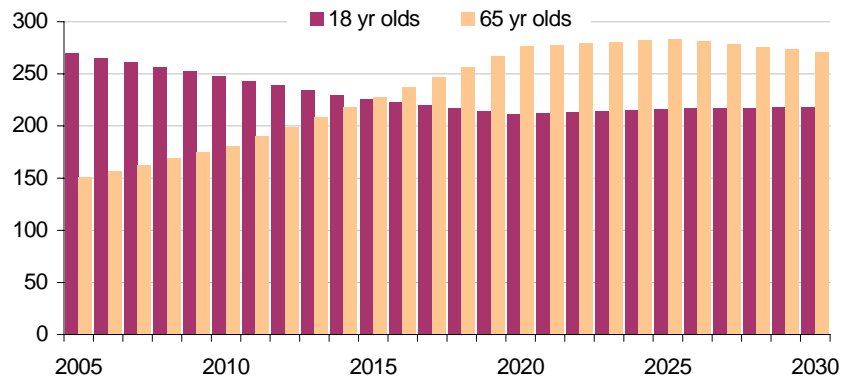
impacts the availability of labor. Assuming that 65 years represents an average age of retirement and that 18 years represents high school graduation a plot of the number of those residents would depict a point in time when one group exceeds the other in number. That convergence occurs in 2015 in Crawford County.

As residents age their participation in the labor force declines. Labor force participation rates (LFPR, see glossary) among the population 25 to 50 years of age generally exceed 85 percent in Crawford County. But, after 55 years the LFPR begins to drop and by 60 years it is nearing 50 percent. The number of residents may increase, but as the population ages, the labor force will decline.

Although county population growth will slow it is not projected to decline. However, because a greater share of the population will be over 50 years old increases in the labor force will stagnate and decline. From 2010 to 2020 the population is projected to increase 2.6 percent but the labor force is projected to decline 0.8 percent in the same ten years. The three columns in the chart on the right illustrate the changes in labor force composition and size. Most notable is the increasingly larger sections representing workers over 65 years in the top sections and the smaller sections representing younger workers.

This projection uses national assumptions that included higher participation rates for older residents but did not factor

Convergence of 18 & 65 year old population in Crawford County



Source: WI Dept. of Administration, Demographic Services

in the lower participation rates of white residents; and, the population in Crawford County is 97 percent white.

Two broad scenarios arise from the disparity in age and ethnicity: 1) there will be labor shortages due to retirements and the lack of replacement workers especially in occupations that rely on younger workers or require specialized skills; and 2) the aging population will impact the economy as an elderly population demands a change in the types of goods and services provided in local communities.

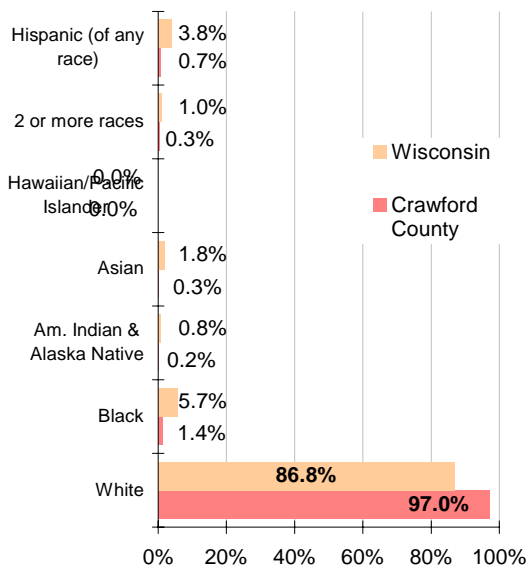
Crawford County Labor Force Projections by Age



Decade change	27.4%	10.5%	-0.8%
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Source: DWD, Office of Economic Advisors, August 2004

Race and ethnic distribution



Source: U.S. Census Population Characteristics Estimates, 2002

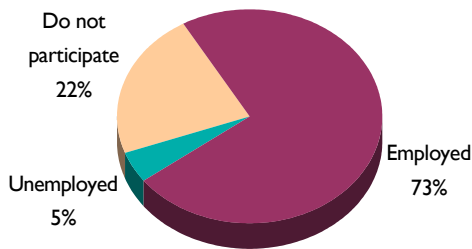
Current Labor Force

Labor force participation represents the share of population that is 16 years and older that is either employed or unemployed. Participation rates in Wisconsin and the United States in 2003 were 72.9 and 66.3 percent, respectively.

In Crawford County the participation rate was 77.6 percent. That means that 22 percent of the population 16 years and older did not participate. That includes some students and individuals who choose not to work including retirees. As the

fewer new entrants to the labor force during the last recession is one of the reasons unemployment rates remained as low as they did. The unemployment rate in Crawford County in 2003 was 5.9 percent compared to a 13.1 percent unemployment rate following the 1981-82 recession when the baby-boomers were entering the labor force in droves.

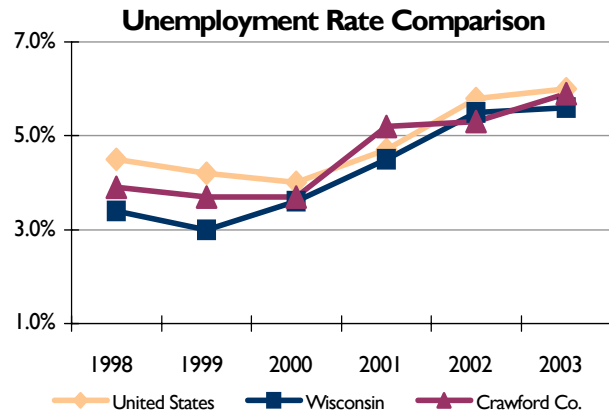
Labor force participation in Crawford County



Source: DWD, Office of Economic Advisors, July 2004

population ages, more retirees will be included in the non-participating category by choosing not to work and the overall labor force participation rate will decline.

There will also be fewer new entrants to the labor force who are seeking first-time jobs and, consequently, fewer included among the unemployed. That, in turn, will produce lower unemployment rates. The fact that there were



Crawford County Civilian Labor Force Data

	1998	1999	2000	2001	2002	2003
Labor Force	10,315	9,781	10,144	10,307	10,192	10,193
Employed	9,915	9,423	9,767	9,776	9,649	9,587
Unemployed	400	358	377	531	543	606
Unemployment Rate	3.9%	3.7%	3.7%	5.2%	5.3%	5.9%

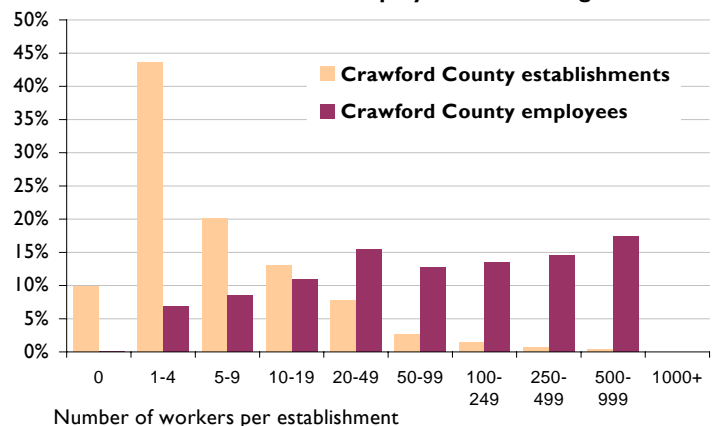
Source: WI DWD, Bur. of Workforce Information, Local Area Unemployment Statistics, 2003

Employers by Size

Nationwide, about one-quarter of the jobs are with employers that have 250 or more employees compared to roughly 31 percent in Wisconsin. Of the roughly 7,500 jobs in Crawford County 32 percent are with employers with 250 or more workers. In stark contrast, the share of employers with 250 or more workers comprises less than one percent of all employers in Crawford County similar to the nation and Wisconsin.

The greatest share of jobs in the county is with employers in the 500-999 employee range. This data uses average employment and does not include the employer on page 4 with more than 999 workers in December, a peak period for the employer. The greatest share of employers, 54 percent, has less than five workers. The average employer in Crawford County has 15 employees, compared with 17 employees in Wisconsin and 13 in the United States.

Share of establishments & employees in size range in 2003



Source: DWD, Bureau of Workforce Information, Table 221, July 2004

Industry & employers by size

Examination of a county's labor market from the demand (employer) side of view is essential to gauge the type of workforce employers are seeking. The tables below outline the top employers by industry and the top employers by name and establishment size. The pie-graphs to the bottom indicate the prominence of these top industries and employers in terms of the county's total employment.

It is common that services-providing industries are the sectors

showing the largest and fastest employment growth in both one- and five-year periods. Some goods-producing sectors, manufacturing industries, may still show a large presence in terms of total employment, but they may likely show a loss of employment over these timeframes. It is also common that many counties traditionally heavy in goods-producing employment now have services-providers, particularly health and education services, as their larger employers and industry sectors.

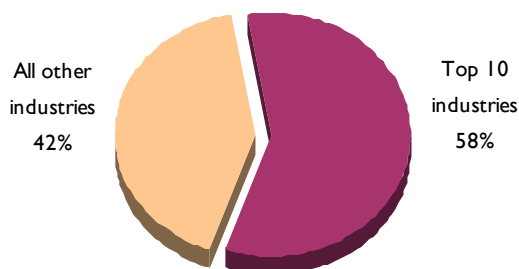
Top 10 Industries in Crawford County

Industry	March 2004		Numeric Employment Change	
	Establishments	Employees	2003-2004	1999-2004
Nonstore retailers	suppressed	suppressed	not avail.	not avail.
Nonmetallic mineral product mfg	suppressed	suppressed	not avail.	not avail.
Food services & drinking places	35	506	-4	31
Educational services	5	483	-52	-33
Wood product manufacturing	4	477	52	-20
Plastics & rubber products manufacturing	suppressed	suppressed	not avail.	not avail.
Nursing & residential care facilities	6	398	-7	4
General merchandise stores	suppressed	suppressed	not avail.	not avail.
Justice, public order, & safety activity	5	262	27	55
Hospitals	suppressed	suppressed	not avail.	not avail.

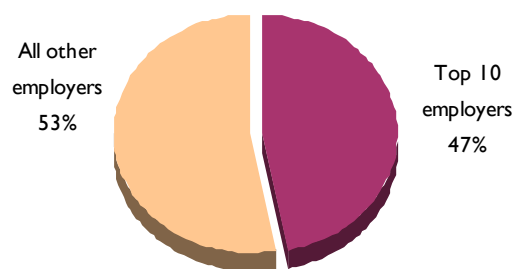
Top 10 privately owned Employers in Crawford County

Establishment	Product or Service	Size (Dec. 2003)
Cabela's Wholesale Inc.	Mail-order houses	Over 999 employees
3M Company	Abrasive product manufacturing	500-999 employees
Miniature Precision Components Inc.	Plastics product manufacturing	250-499 employees
Wal-Mart Associates Inc.	Discount department stores	250-499 employees
Design Homes Inc.	Prefabricated wood building manufacturing	250-499 employees
Prairie du Chien Memorial Hospital	General medical and surgical hospitals	250-499 employees
Prairie Industries Inc.	Packaging and labeling services	100-249 employees
Cabela's Retail Inc.	Sporting goods stores	100-249 employees
Dillman Equipment Inc.	Construction equipment merchant wholesalers	100-249 employees
Clinicare Corp.	Residential mental and substance abuse care	100-249 employees

Share of jobs in top 10 industries in Crawford County



Share of Crawford County jobs with top 10 employers

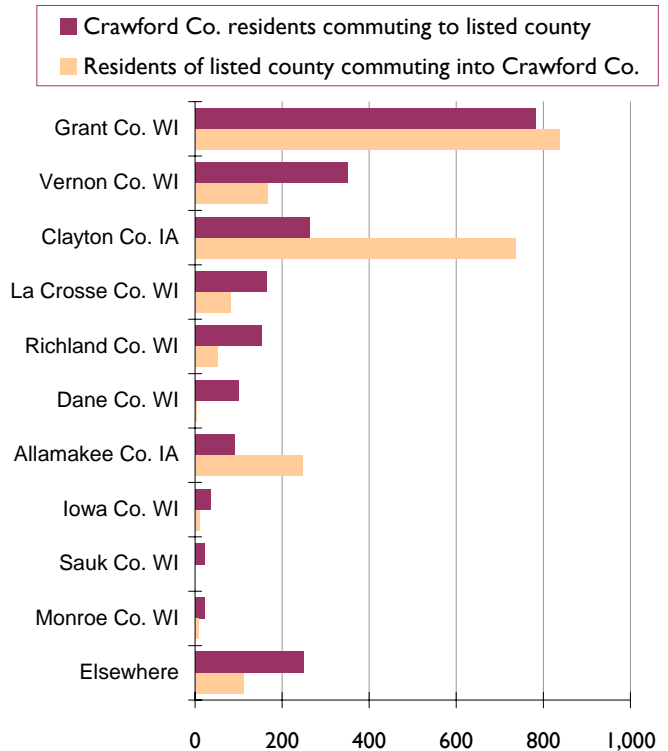


Commuting

Crawford County residents have vibrant and interactive commuting patterns. They make their daily commutes 'alone' more than ever before. In the 1990 Census, 63 percent of residents drove alone to work and 13 percent carpooled. According to Census 2000, 73 percent of Crawford County residents drive to work alone and 11 percent carpool.

There's been another drastic change in Crawford County commuting patterns in the last ten years. According to the 1990 Census, Crawford County lost a net of 567 workers each day that commuted to other counties in order to work. By the year 2000, Crawford County had reversed this trend, now actually gaining a net of 44 workers daily, a shift of about 600 workers total. In 1990, Crawford lost about 200 workers daily to Grant County. By the year 2000, this had shifted to a daily gain of 55 workers; the shift partly caused by the closing of a large manufacturing employer in Grant County in the mid-1990s.

In 1990, Crawford County realized a small gain of workers (65 workers) daily from the State of Iowa; by the year 2000 this gain had swelled to a gain of 629 workers driving from the State of Iowa to Crawford County in order to work and most of those travelers were headed to employers in Prairie du Chien. The State of Iowa is the only state bordering Wisconsin that, on average, has wages lower than Wisconsin's.



Source: U.S. Census 2000, Special tabulations: Worker Flow Files

Key occupations & wages

Crawford County shares some job characteristics with neighboring counties and those similarities were used to form a 'labor supply area' with at least 40,000 jobs. This list includes wages for some of the occupations with the most employment in that area. It is significant because these 20 occupations provide approximately 14,700 jobs, or 33 percent of total employment, in the combined county area.

Each occupation includes a mean (average) and median (50th percentile) hourly wage probably the most frequently requested wage information. If the mean and median are relatively close the labor market for that occupation is probably tight and very competitive. Nine of the 20 occupations typically require only short-term training and, for the most part, have a mean hourly wage under \$11/hour. There are also jobs on this list with mean wages that exceed \$11/hour but typically require only moderate to long-term training periods. Four occupations on the list generally require a college degree and only one is reporting wages.

Occupation title	Hourly Wages			
	Mean	Percentile		
		25 th	50 th	75 th
Retail salespersons	\$9.30	\$6.84	\$8.05	\$9.71
Cashiers	\$7.49	\$6.35	\$7.36	\$8.47
Janitors & cleaners, except maids & hskpg. cleaners	\$9.58	\$7.75	\$9.69	\$11.24
Truck drivers, heavy & tractor-trailer	\$16.26	\$12.50	\$15.50	\$18.26
Nursing aides, orderlies, & attendants	\$9.37	\$8.54	\$9.48	\$10.39
Elem. school teachers, except special ed.	-	-	-	-
Secretaries, except legal, medical, & executive	\$11.25	\$9.69	\$11.15	\$12.99
Bookkeeping, accounting, & auditing clerks	\$11.08	\$9.23	\$10.72	\$13.00
Team assemblers	\$11.24	\$8.34	\$9.76	\$12.61
Middle school teachers, except special & voc. ed.	-	-	-	-
Teacher assistants	-	-	-	-
Office clerks, general	\$9.44	\$7.49	\$9.14	\$11.16
Registered nurses	\$20.50	\$18.10	\$20.00	\$21.95
Truck drivers, light or delivery services	\$10.51	\$7.92	\$10.78	\$12.62
Sec. school teachers, except special & voc. ed.	-	-	-	-
Bartenders	\$7.02	\$6.43	\$7.17	\$7.88
Correctional officers & jailers	\$15.14	\$14.02	\$15.24	\$16.48
Maintenance & repair workers, general	\$12.30	\$9.19	\$12.01	\$14.99
Bus drivers, school	\$12.78	\$9.45	\$12.21	\$15.55
Comb. food prep. & serving workers (fast food)	\$7.23	\$6.20	\$7.01	\$8.13

Crawford County is part of an area which includes Crawford, Grant, Lafayette, Richland and Vernon counties.

Source: DWD, Office of Economic Advisors, special tabulation using EDS and OES 2003

Employment and Wages

Payroll employment in Crawford County declined 0.4 percent from 2002 to 2003 similar to the change of -0.2 percent in Wisconsin. The greatest loss occurred with professional and business services employers with the reduction of 46 jobs.

The largest increase in employment in 2003 occurred with leisure and hospitality employers. The average annual wage in this industry of \$8,645 is the lowest in the county and is paid to nearly 12 percent of the workers. Workers in financial activities earn the highest average wages in the county of \$31,369 but that is only 73 percent of wages for similar work in the state.

Several factors influence average wages in industries including occupation composition (professional and technical jobs generally have higher wages than clerical and service occupations), job tenure (those with more seniority are paid more than new hires), average workweek (full or part-time), and seasonal or temporary employment.

The distribution of total payroll and employment for the major industry groups in Crawford County is detailed in the chart below. The largest payroll is with manufacturing employers who provide the second greatest share of jobs, 22

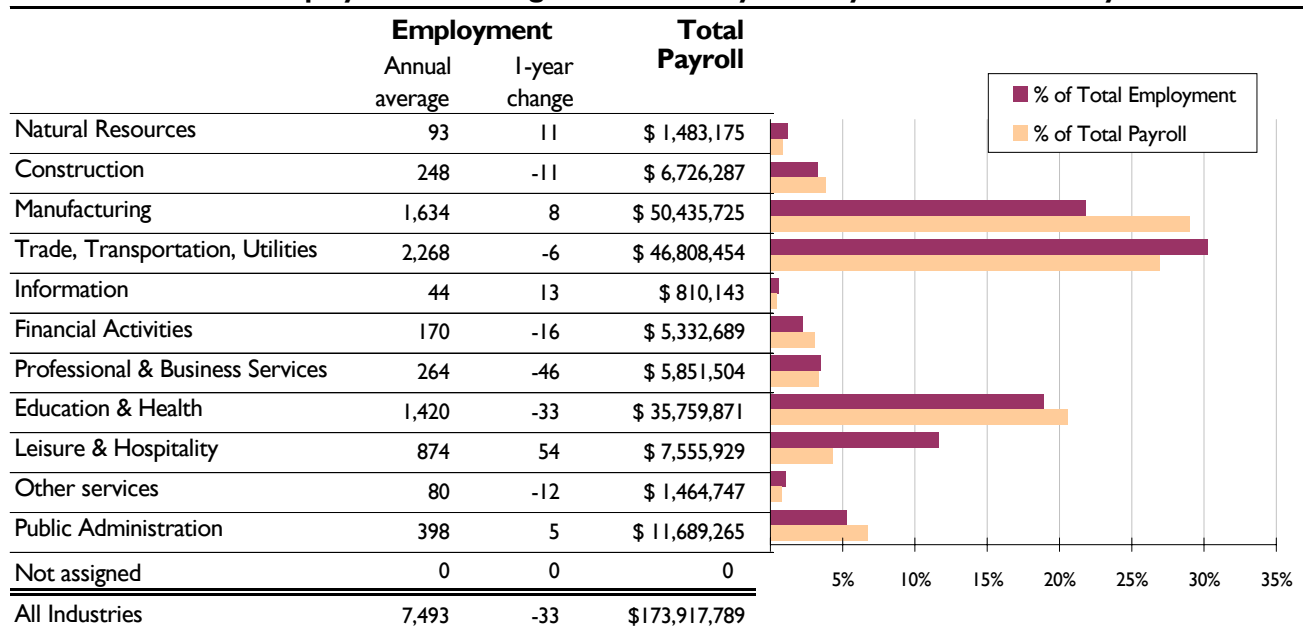
Average Annual Wage by Industry Division in 2003

	Average Annual Wage		Percent of	1-year
	Wisconsin	Crawford County	Wisconsin	% change
All Industries	\$ 33,423	\$ 23,211	69.4%	2.1%
Natural resources	\$ 25,723	\$ 15,948	62.0%	-0.7%
Construction	\$ 40,228	\$ 27,122	67.4%	-1.5%
Manufacturing	\$ 42,013	\$ 30,866	73.5%	3.9%
Trade, Transportation, Utilities	\$ 28,896	\$ 20,639	71.4%	3.9%
Information	\$ 39,175	\$ 18,412	47.0%	-4.8%
Financial activities	\$ 42,946	\$ 31,369	73.0%	32.7%
Professional & Business Services	\$ 38,076	\$ 22,165	58.2%	-8.5%
Education & Health	\$ 35,045	\$ 25,183	71.9%	-1.3%
Leisure & Hospitality	\$ 12,002	\$ 8,645	72.0%	-2.3%
Other services	\$ 19,710	\$ 18,309	92.9%	12.8%
Public Administration	\$ 35,689	\$ 29,370	82.3%	5.6%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

percent, in the county. The most jobs, 30 percent of the total in the county, are with employers in the large industry group of trade, transportation and utilities who also provide the second highest payroll. However, the average wage in the industry group of \$20,639 is only 71 percent of wages for similar work in the state. Education and health services with the third highest payroll, that in this data includes public education, has an average wage of \$25,183. The overall average annual wage of \$23,211 in the county is only 69 percent of the average wage in the state.

2003 Employment and Wage Distribution by Industry in Crawford County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2004

Per Capita Personal Income

Per capita personal income (see glossary) increased 4.4 percent in Crawford County in 2002, exceeding the increases in the United States, Wisconsin and other non-metropolitan counties in the state. Following the increase, the PCPI in the county is still only 75 percent of PCPI in Wisconsin and 73 percent of the United States. It ranks 64th out of 72 counties in the Wisconsin.

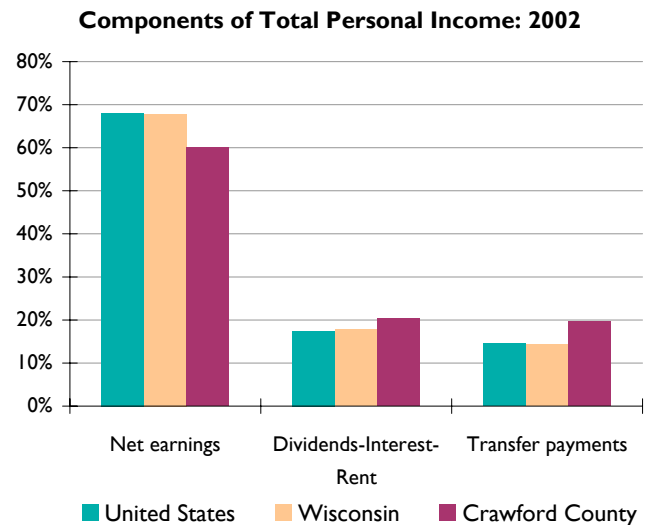
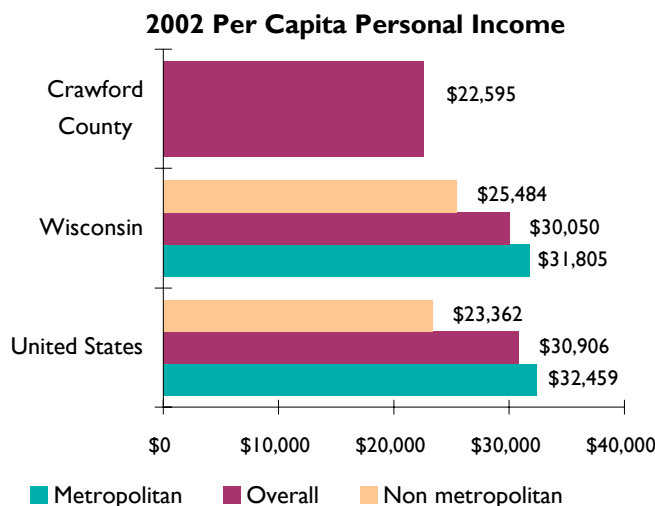
The greatest share of total personal income is net earnings from jobs, both those in and out of the county, self-employment and proprietorships. Not only are annual average wages considerably lower than in Wisconsin but the

share of net earnings of 60 percent in Crawford County is well below the 68 percent of both the state and nation. In contrast transfer payments comprise a much larger share. Both factors contribute to the lower PCPI in the county.

While PCPI is often used as a comparative income measure it should be remembered that population is also a key component. PCPI is the result of dividing total income by total population. Residents over 18 years old earn most income but the younger population is still included in the formula. Likewise, a retired population has a much lower earning capacity.

	Per Capita Personal Income						Percent Change	
	1997	1998	1999	2000	2001	2002	1 year	5 year
United States	\$25,334	\$26,883	\$27,939	\$29,847	\$30,527	\$30,906	1.2%	22.0%
Wisconsin	\$24,514	\$26,175	\$27,135	\$28,573	\$29,361	\$30,050	2.3%	22.6%
Non-metropolitan WI	\$20,734	\$22,195	\$22,900	\$24,059	\$24,833	\$25,484	2.6%	22.9%
Crawford County	\$17,630	\$18,723	\$19,641	\$20,728	\$21,647	\$22,595	4.4%	28.2%
In current dollars (adjusted to U.S. CPI-U)								
United States	\$28,397	\$29,670	\$30,170	\$31,181	\$31,010	\$30,906	-0.3%	8.8%
Wisconsin	\$27,478	\$28,889	\$29,301	\$29,850	\$29,825	\$30,050	0.8%	9.4%
Non-metropolitan WI	\$23,240	\$24,497	\$24,728	\$25,135	\$25,226	\$25,484	1.0%	9.7%
Crawford County	\$19,761	\$20,664	\$21,209	\$21,654	\$21,990	\$22,595	2.8%	14.3%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, May 2004



Source: U.S. Department of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2004

The county workforce profiles are produced annually by the Office of Economic Advisors in the Wisconsin Department of Workforce Development. The regional contact for additional labor market information is:

Bill Brockmiller
405 North 8th St.
LaCrosse, WI 54601
Phone: 608-785-9337
email: William.Brockmiller@dwd.state.wi.us

Metropolitan Statistical Area (MSA) - A single county or group of counties that include at least one urbanized area with a minimum population of 50,000. Multiple-county MSAs have a central county or counties, which have a high degree of social and economic integration with the other member counties as measured by commuting data.

Non-metropolitan county - Any county that is not a member of a metropolitan statistical area.

Net Migration - One of two components of population change. It is the net result of individuals who either moved into or out of an area.

Natural Change - One of two components of population change. It is the result of the number of births minus the number of deaths in an area over a period of time. A natural increase indicates there were more births than deaths. A natural decrease indicates there were more deaths than births.

Employed - Persons 16 years of age or older, who worked as paid employees, or worked in their own business, profession or farm, or worked 15 hours or more as unpaid workers in a family-operated enterprise. Includes those temporarily absent from their jobs due to illness, bad weather, vacation, childcare problems, labor dispute, maternity or paternity leave, or other family or personal obligations.

Unemployed - Persons 16 years of age or older with no employment, who were available for work and made efforts to find employment sometime during the previous 4-week period ending with the monthly reference week. Persons who were awaiting recall to a job did not need to look for work to be classified as unemployed.

Labor Force - The sum of the employed and unemployed, whom are at least 16 years of age and older.

Unemployment Rate - The number of unemployed divided by the labor force. It is expressed as a percentage of the labor force.

Labor Force Participation Rate (LFPR) - The labor force divided by the total population aged 16 years and older. It is expressed as a percentage of the population aged 16 years and older.

Suppressed - Data is withheld or suppressed if it does not meet certain criteria. If an industry in a county has fewer than three employers or if a single employer employs 80% or more that industry's total employment in that county then the data are suppressed. These criteria were established to maintain the confidential reporting of payroll and employment by employers.

Total Personal Income - The aggregate income of an area received by all persons from all sources. It is calculated as the sum of wage and salary disbursements (less contributions for government social insurance), supplements to wages and salaries, proprietors' income with inventory valuation and capital consumption adjustments, rental income of persons with capital consumption adjustment, personal dividend income, personal interest income, and personal current transfer receipts that include retirement and veteran's benefits, government paid medical reimbursements, and income maintenance program payments.

Per Capita Personal Income (PCPI) - Total personal income divided by the total population.

Current Dollars - Phrase used to express historical dollar values in terms of their current purchasing power via inflation adjustment.

CPI-U - Consumer Price Index for all urban consumers, the most commonly used measure of inflation in the United States.